

# Brand Guide for ASHA Approved CE Provider Brand Block

## Overview

The **ASHA Approved CE Provider Brand Block** is the clearly identifiable trademark of courses registered for ASHA Continuing Education Units (ASHA CEUs) by ASHA Approved Continuing Education Providers. Organizations approved to provide continuing education programs for audiologists and speech-language pathologists are required to use the Brand Block on their primary promotional materials for all courses offered for ASHA CEUs. The Brand Block may be used on promotional material (e.g. websites, flyers, brochures, emailed promotions, etc.) advertising courses available for ASHA CEUs.

The Brand Block signifies that the entity indicated is approved by ASHA Continuing Education (CE) to offer ASHA Continuing Education Units (ASHA CEUs) for courses registered with ASHA CE. It includes ASHA CE's logo, the ASHA Approved CE Provider's name, the instructional level for the course, and the maximum ASHA CEU amount an individual can earn by completing the course. The instructional level and the ASHA CEU amount can be edited by the provider, as this information may be different for each course registered.

*The Brand Block is used by ASHA Approved CE Providers only, and may also be used for those courses registered cooperatively. The cooperative party may not use the Brand Block for any courses not registered for ASHA CEUs with the Provider indicated in the Brand Block.*

## RECOMMENDED DISCLAIMER

ASHA CE Provider approval and use of the Brand Block does not imply endorsement of course content, specific products or clinical procedures.

*ASHA CE recommends including the language (above) on your website, promotional material, and/or other communications so it is visible and clearly conveyed to those who participate in your courses.*

## Instructional Level and ASHA CEUs Information

The instructional level and the number of ASHA CEUs offered should be indicated in the corresponding fields within the Brand Block. Insert the instructional level for the course (**Introductory, Intermediate, Advanced** or **Various**) replacing "[INSERT]" in front of the word "Level," and insert the ASHA CEU amount to be offered for the course replacing "[INSERT]" in front of the words "ASHA CEUs." Then, save the completed Brand Block for that course, and add it to the promotional material. If your promotional material is advertising multiple courses available for ASHA CEUs, or if it is not possible to include the course information within the Brand Block in the promotional material for a single course, use the version of the Brand Block that does not include the course information within it (i.e. a "Name Only" file). In these cases you may include the course information (instructional level and ASHA CEU amount): (1) adjacent to the Brand Block or (2) near the course title or course description on the promotional material. The Provider should indicate if a course is available for partial credit in the promotional material, along with the requirements for satisfactory completion necessary for the participant to earn ASHA CEUs for the course.



## Color Usage

We encourage Providers to use the full color, gray and fuchsia, Brand Block whenever possible. If the logo must be printed in one color only, we recommend using the all gray version. The black and white version is only used if you need the Brand Block darker to stand out against a lighter background.

## Horizontal vs. Vertical Orientation

We encourage Providers to use the horizontal Approved Provider orientation whenever possible. The vertical versions are available for Providers, but *should only be used in situations where the horizontal orientation does not fit*.

The Brand Block is available in the following formats, PDF and/or JPG. Contact your Provider Manager and they will send you the Brand Block. The Brand Block should not be altered (e.g., cropped, distorted, or supplemented with additional text). The Provider can use either the fuchsia/gray, all gray, or black and white version. No other color can be used.

## HORIZONTAL



XYZ Corporation Sample  
Brand Block  
[INSERT] Level  
[INSERT] ASHA CEUs



XYZ Corporation Sample  
Brand Block  
[INSERT] Level  
[INSERT] ASHA CEUs



XYZ Corporation Sample  
Brand Block  
[INSERT] Level  
[INSERT] ASHA CEUs

## VERTICAL



XYZ Corporation Sample  
Brand Block  
[INSERT] Level  
[INSERT] ASHA CEUs



XYZ Corporation Sample  
Brand Block  
[INSERT] Level  
[INSERT] ASHA CEUs



XYZ Corporation Sample  
Brand Block  
[INSERT] Level  
[INSERT] ASHA CEUs



**\*PROVIDER NAME ONLY**



## Correct Usage Tips

### MINIMUM SIZE

Avoid using the ASHA Approved CE Provider Brand Block smaller than the recommended sizes as illustrated below. This will ensure clear reproduction and easy readability of the logo. When using the Brand Block in promotional brochures, the size must be large enough for all of the text to be legible (no smaller than 7pt).



### SPACE AROUND BRAND BLOCK

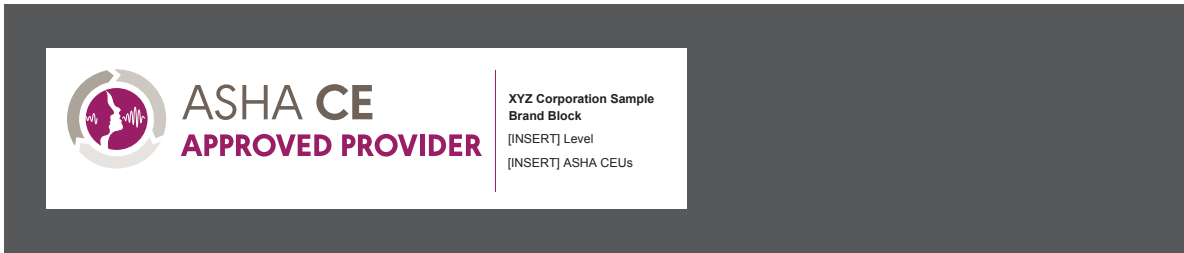
When placing other elements around the brand block please allow a 0.30" clearance around all four sides of the block. There needs to be enough breathing room for the brand block to live on its own.

### HEADLINE COPY EXAMPLE



## REVERSE VERSION

When using the brand block against a dark background, it is encouraged to add a white box behind the brand block. This will allow enough contrast between the brand block and the background for better legibility.



## Incorrect Usage

Use only the full color, all gray, or black and white Brand Block provided above.

- **Do not rearrange** our Brand Block in any way. The ASHA faces/arrow should remain in its current horizontal position at all times. If the horizontal orientation of the Brand Block is used, the editable fields must be to the right and not under the insignia mark. The editable fields can only be under the insignia mark if using the vertical orientation.
- **Do not add a border** to our Brand Block. No boxes or lines are allowed around the perimeter of the Brand Block.
- **Do not squeeze** our Brand Block. To ensure a strong brand identity, the proportions of our Brand Block should never be changed.
- **Do not stretch** our Brand Block. To ensure a strong brand identity, the proportions of our Brand Block should never be changed.
- **Do not change the typeface** of our Brand Block. Our insignia is set in URW Geometric with the editable fields to the right set in Arial.
- **Do not change the size of our Brand Block or move it.** The relationship of our insignia mark to the editable fields should never change.
- **Do not add any effects to our Brand Block.** Adding extra effects to the Brand Block will reduce legibility and create an unprofessional appearance.
- **Do not change the colors** in our Brand Block. The colors of the Brand Block should always remain the same, unless when used in gray, black or white, or all white for one color.
- **Do not add a drop shadow** to our Brand Block. Adding a drop shadow to the Brand Block will reduce legibility and create an unprofessional appearance.
- **Do not rotate** our Brand Block. Our Brand Block should remain in its original position and orientation at 0° at all times.

